2013 PRESS KIT

KOR®

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WE ALL LIVE DOWNSTREAM

Call us water advocates. We make products that celebrate and protect water. Our passion is to create the world's most stylish, functional personal hydration products. We call our approach, "Better Me, Better World" because we believe you can make a difference without giving up everything you love. Here are some other beliefs we hold near and dear:

GIVING BACK.

We believe passionately in the importance of clean water to human health and to the health of our planet. Through our Thirst for Giving™ program, we raise funding and awareness for water-related causes.

SUSTAINABLE BY DESIGN.

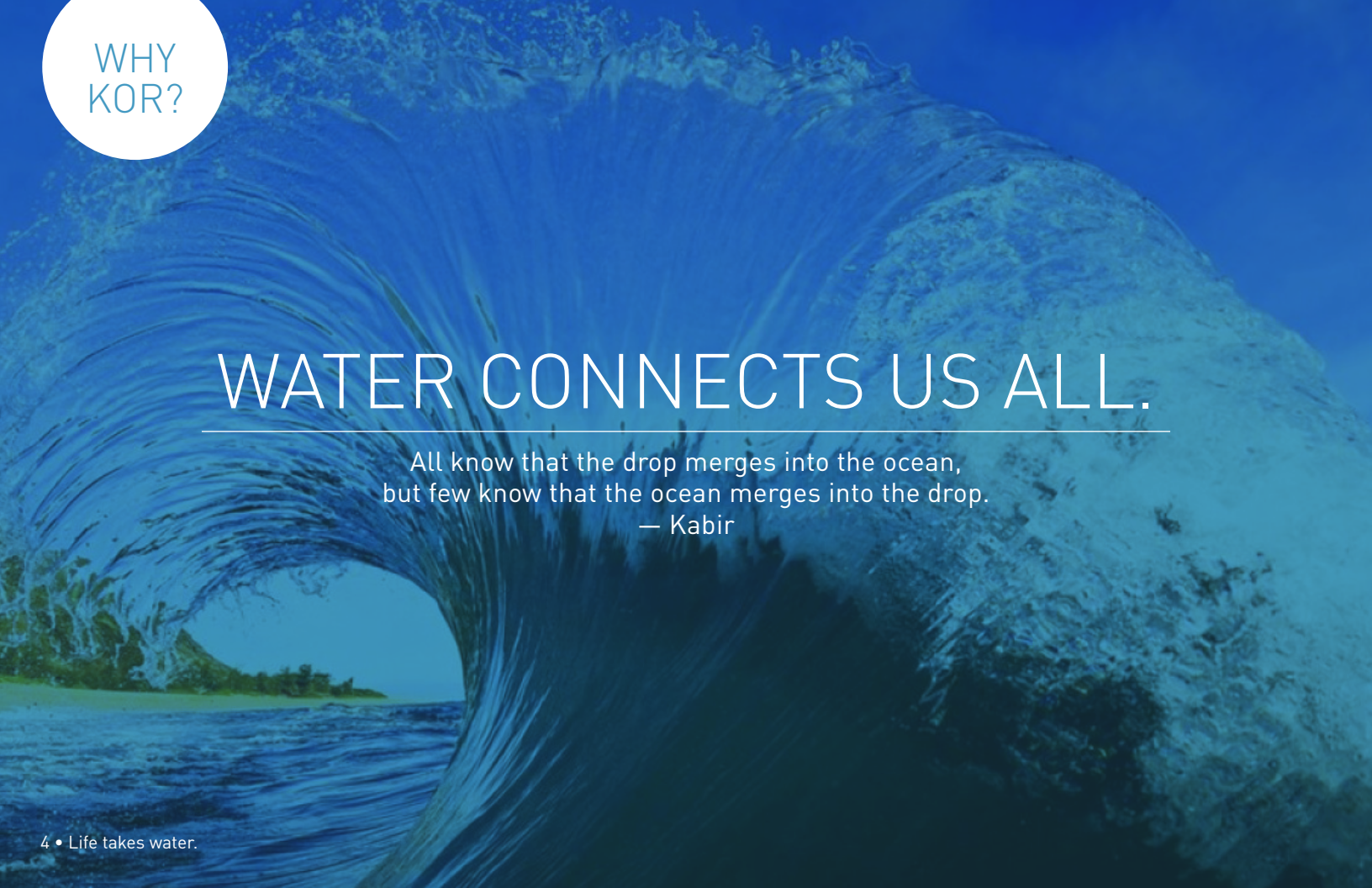
We believe that well-made, beautifully designed products are inherently more sustainable than commodity products that quickly end up in landfills.

HEALTH MATTERS.

Proper hydration is crucial to health, but what you hydrate with matters, too. That's why we make all our products with health-safe materials such as Eastman Tritan™ and food grade stainless steel.

Always BPAfree

WHY KOR?



WATER CONNECTS US ALL.

All know that the drop merges into the ocean,
but few know that the ocean merges into the drop.
— Kabir

THE WATER BOTTLE. REDESIGNED.

Since 2008, we've obsessed over thousands of design details and innovative features to bring you the most enjoyable hydration experience. Ever.

KOR's focus on design is the driver that motivates change, creating not just products, but also a brand and a movement. What started as a simple goal of perfecting the reusable water bottle has expanded into a company charged with celebrating, protecting and treasuring water — in our personal lives and in the world.

THE ORIGINAL KOR ONE

A hundred functional design requirements. Three years of development. Over 15 abandoned concepts. The KOR ONE immediately became an icon for sustainable hydration when it was released in 2008.

SMALL FEATURES MAKE BIG IMPACTS

KOR is maniacal about design in both form and function. Our exclusive Perfect Spout™, a feature on every vessel, provides a smooth, rounded lip for the perfect drinking experience.

FEATURES

CAN A PRODUCT HAVE A SOUL?

We strive to breathe life into all our products, digging deep for creative solutions to problems that others fail to see, or simply find intimidating. Are we a little obsessed? Probably. But our loss is your reward: a series of innovations that our customers have called “thoughtful,” “delightful,” “inspiring” and other nice things.

CUSHIONED BASE

Enjoy smooth landings with a soft rubber base that protects furniture and prevents slipping.

EASY CLEAN, EASY FILL

A nifty spout that twists off to reveal a much larger opening for easier cleaning and filling.

ERGO-COMFORT

Sleek designs that are a joy to hold. Integrated ergonomic handles that make carrying a breeze.

HYGIENIC SPOUT

Most bottles force you to drink from an exposed surface, but our cap design completely protects the spout when not in use.

KOR PERFECT SPOUT™

Our exclusive threadless design feels great on your lips. Large for chugging and ice cubes, small enough to minimize splashes.

KOR STONES™

Disc-shaped tokens with a message that provide a bit of inspiration each time you drink.

NO-WORRY CAP™

Swivels open with a press of a button and a twist of the wrist, then stays out of your way while you drink.

HEALTH-SAFE MATERIALS

The only thing that should come out of your KOR vessel is what you put in it. That’s why we use BPA-free Eastman Tritan and food grade 18/8 stainless steel.

tritan™ from eastman · 18/8 STAINLESS STEEL · Always BPAfree

BECOME A WATER ADVOCATE

At KOR, we believe water is the fundamental source of all life and connects us inseparably. Through Thirst for Giving™, various water causes that deeply impact the future of our planet have been supported through financial donations and raising awareness. We donate at least 1% of sales to select non-profits and engage the public on these issues.

For more information, visit korwater.com/tfg.

1% FOR THE PLANET | MEMBER

THIRST FOR GIVING

INSPIRATION IN EVERY SIP

The KOR ONE and KOR Delta are more than just water bottles. They're reminders of what motivates you. Designed into the cap is a place for your KOR Stone™ — a disc-shaped token with a message that provides a little bit of inspiration each time you drink.

Learn more at korwater.com/stones.

PRESS + MEDIA

YOU CAN'T HELP BUT SHOW OFF.

KOR Hydration Vessels have been featured countlessly in top magazines and shown off by today's hottest stars. From L.A. and New York to Paris and Rio de Janeiro, we're connecting the world through water with our highly designed and functional hydration products. Try them for yourself and see why everyone's talking about KOR.

FEATURED ONLINE

FAST COMPANY DAILY CANDY · GQ · REFINERY29 GIZMODO · MARTHA STEWART

FEATURED IN MAGAZINES

AS SEEN WITH CELEBRITIES...

LEFT TO RIGHT: Jessica Alba with KOR ONE Ice Blue; Jason Mraz with KOR ONE Ice Blue; Hilary Duff with KOR ONE Special Edition; David Beckham with KOR ONE Sawgrass Green.

... IRON MAN TOO!

NEW

REVOLUTIONARY.

KOR Nava makes ordinary tap water taste great by filtering as you sip. After all, we can't expect you to break the bottled water habit if you aren't excited to take Nava wherever you go.

KOR NAVA

Nava's filter has been independently tested to exceed NSF 42 standards for chlorine taste and odor removal.

Nava was designed to optimize water flow for easy sipping. Its filter is made from pure coconut shells. And it's hands-free, giving you access to clean tasting water with the push of a button.

SPECS

Capacity: 22 oz. (650 mL)
Weight: 8.2 oz.
Dimensions: 10.71" x 3.5" x 2.88"
Materials: VESSEL - Eastman Tritan™ (vessel body, trim); POM plastic (latch, mouthpiece sleeve); TPE (bottom pad); FDA-grade silicone (mouthpiece), polypropylene (cap, filter housing). FILTER - coconut husk; polyethylene binder; FDA-grade silicone

tritan™ from eastman

Always BPAfree

650 mL

White/Blue
#3097

Black/Blue
#3258

Black/Green
#3260

Black/Red
#3259

Replacement Filter (2 pack)
#3121

NEW

ON-THE-GO.

Whether working out hard in the gym or simply out and about, this water bottle is the go-to for anyone who's looking for ultra convenience and ultra comfort. **KOR Mesa** is the first sports bottle cool enough to call a KOR.

KOR MESA

The sleek design of the straw gives the user a wonderful, thirst-quenching flow of water. Coolest sports bottle ever.

I'M A SPORTS BOTTLE!

Perfect for **On-the-Go, Active Hydration**

KOR

Mesa was designed to optimize water flow for easy sipping. Its mouthpiece fits comfortably on your lips. And its hands-free push button cap protects the mouthpiece from germs and dirt when not in use.

SPECS

Capacity: 22 oz. (650 mL)
Weight: 8.2 oz.
Dimensions: 10.71" x 3.5" x 2.88"
Materials: Eastman Tritan™ (vessel body, trim); POM plastic (latch, mouthpiece sleeve); TPE (bottom pad); FDA-grade silicone (mouthpiece), polypropylene (cap, straw)

tritan™ from eastman

Always BPAfree

650
mL

White/Blue
#3257

Black/Blue
#3250

Black/Green
#3256

Black/Red
#3251

THE "ONE."

The **KOR ONE** is a game-changing product that has captured the imagination of everyone from Oprah to Iron Man. From its iconic shape to its thoughtful and surprising features, the KOR ONE celebrates water through form and function.

KOR
ONE

Each Special Edition vessel features a stunning illustration, evoking the cause it supports. Five percent of MSRP is donated through Thirst for Giving™.

The elliptical shape of our premium product, the KOR ONE, tapers toward the top to create a sophisticated and iconic object. It's not just a reusable a water bottle. It's a hydration vessel.

SPECS

Capacity: 25.3 oz. (750 mL)
Weight: 12.16 oz.
Dimensions: 11.36" x 3.54" x 2.58"
Materials: Eastman Tritan™ (vessel body); ABS plastic (trim, handle); GLS TPE (seal, cap insert, bottom pad)

tritan™ from eastman

Always BPA free

FEATURED AWARDS

SPARK

BEST OF 2009 ADVENTURE GEAR

750
mL

Anthracite Black
#2912

Cobalt Blue
#2846

Ice Blue
#7420

Lavender
#3209

Orchid Pink
#7421

Sawgrass Green
#7422

Ice Blue
#2448

Orchid Pink
#2449

Sawgrass Green
#2450

Chrome
#3249

BE THE CHANGE.

The first thing you might notice about the **KOR Delta** is its distinctive angled handle, a tribute to the ancient Greek symbol for change. Delta is our next step in advocating for water in a world that too often takes it for granted.

KOR DELTA

The No-Worry Cap™ stays out of your way as you drink and reveals our exclusive threadless spout. And you'll receive a tiny bit of inspiration from your KOR Stone™. What will yours say?

The Delta lid protects the spout when not in use, features an ergonimic handle that makes carrying a joy, and twists off for a larger opening. Nifty, isn't it? Easy clean, easy fill.

SPECS

Capacity: 16.9 oz. (500 mL); 25.3 oz. (750 mL)
Weight: 6.1 oz. (500 mL); 7.9 oz. (750 mL)
Dimensions: 9.75" x 3.0" x 2.66" (500 mL); 10.71" x 3.25" x 2.88" (750 mL)
Materials: Eastman Tritan™ (vessel body, trim); POM plastic (latch mechanism); GLS TPE (seal, cap insert, bottom pad)

tritan™ from eastman

Always BPAfree

STYLE TIP: Mix and match lids and bodies for a fun and unique look.

500 mL

Anthracite Black
#2997

Cobalt Blue
#3171

Ice Blue
#2581

Lavender
3169

Orchid Pink
#2583

Sawgrass Green
#2582

750 mL

Anthracite Black
#2998

Cobalt Blue
#3172

Ice Blue
#2577

Lavender
#3170

Orchid Pink
#2579

Sawgrass Green
#2578

LIVE A LITTLE!

We love the durability and beauty of steel. But we didn't like the way steel bottles felt in our hands — or our lips. So we pushed ourselves to create a better solution. The result? **KOR Vida.**

KOR VIDA

The KOR Vida is the first steel bottle in the world to use a BPA-free threadless drinking spout, designed to make your drinking experience a pleasurable one.

Combining striking design and high functionality, this stainless steel bottle features a tapered profile and ergonomic handle, making it a joy to hold.

SPECS

Capacity: 16.9 oz. (500 mL); 25.3 oz. (750 mL)
Weight: 5.6 oz. (500 mL); 8.0 oz. (750 mL)
Dimensions: 8.56" x 2.74" x 2.74" (500 mL); 10.4" x 3.0" x 3.0" (750 mL)
Materials: 18/8 stainless steel (vessel body); food grade silicone (seals); polypropylene (spout, cap)

18/8 STAINLESS STEEL

Always BPA free

FEATURED AWARDS

GOOD DESIGN

IDEA INTERNATIONAL DESIGN EXCELLENCE AWARDS

International Design Awards

500 mL

Anthracite Black
#2663

Arctic White
#2661

750 mL

Anthracite Black
#2664

Arctic White
#2662

ILLUMINATING.

We love a design challenge. That's why we decided to create a vessel that exceeded our standards for style and performance, while also offering great value. Focusing on design and ergonomics, **KOR Aura** lives up to its heritage.

KOR AURA

Its inviting twist-off cap shields the mouthpiece from germs and dirt. Its sleek, tapered profile is pleasing. And its Perfect Spout™ is a delight to drink from.

Great design doesn't have to be expensive. KOR Aura is an international award-winning design product and an example that simplicity can make a statement.

SPECS

Capacity: 16.9 oz. (500 mL); 25.3 oz. (750 mL)
Weight: 5.1 oz. (500 mL); 5.9 oz. (750 mL)
Dimensions: 8.56" x 2.74" x 2.74" (500 mL); 10.4" x 3.0" x 3.0" (750 mL)
Materials: Eastman Tritan™ (vessel body); food grade silicone (seals); polypropylene (cap)

tritan™ from eastman

Always BPAfree

FEATURED AWARDS

GOOD DESIGN

International Design Awards

500 mL

Anthracite Black
#2769

Cobalt Blue
#3174

Ice Blue
#2763

Lavender
#3173

Orchid Pink
#2767

Sawgrass Green
#2765

750 mL

Anthracite Black
#2770

Cobalt Blue
#3176

Ice Blue
#2764

Lavender
#3175

Orchid Pink
#2768

Sawgrass Green
#2766

OVERVIEW

COMPARE THE PRODUCTS

Compare features and specs of the entire KOR product line to see what the right hydration vessel is for you.

WHAT'S THAT FEATURE AGAIN?

Go to page 6 to review the meaning of each innovative KOR feature!

<<<

	KOR **ONE**	KOR **DELTA**
FEATURES	Cushioned Base, Ergo Comfort, Hygienic Spout, No-Worry Cap, KOR Perfect Spout™, KOR Stones™	Cushioned Base, Easy Clean/ Easy Fill, Ergo Comfort, Hygienic Spout, No-Worry Cap, KOR Perfect Spout™, KOR Stones™
COLORS		
MATERIAL	tritan™ from eastman; Always BPAfree	tritan™ from eastman; Always BPAfree
CAPACITY	25.3 oz. (750 mL)	16.9 oz. (500 mL); 25.3 oz. (750 mL)
DIMENSIONS	11.36" x 3.54" x 2.58"	9.75" x 3.0" x 2.66" (500 mL); 10.71" x 3.25" x 2.88" (750 mL)
WEIGHT	12.16 oz.	6.1 oz. (500 mL); 7.9 oz. (750 mL)

KOR **VIDA**	KOR **AURA**	KOR **NAVA**	KOR **MESA**
Ergo Comfort, Hygienic Spout, KOR Perfect Spout™	Ergo Comfort, Hygienic Spout, KOR Perfect Spout™	CocoPura, EasyFlow, Cushioned Base, Hygienic Spout, No-Worry Cap, PerfectFit Mouthpiece	Cushioned Base, Easy Flow, Ergo Comfort, Hygienic Spout, No-Worry Cap, PerfectFit Mouthpiece
●○	●●●●●●	●●●●	●●●●
18/8 STAINLESS STEEL · Always BPA free	tritan from eastman · Always BPA free	tritan from eastman · Always BPA free	tritan from eastman · Always BPA free
16.9 oz. (500 mL); 25.3 oz. (750 mL)	16.9 oz. (500 mL); 25.3 oz. (750 mL)	22 oz. (650 mL)	22 oz. (650 mL)
8.56" x 2.74" x 2.74" (500 mL); 10.4" x 3.0" x 3.0" (750 mL)	8.56" x 2.74" x 2.74" (500 mL); 10.4" x 3.0" x 3.0" (750 mL)	10.71" x 3.5" x 2.88"	10.71" x 3.5" x 2.88"
5.6 oz. (500 mL); 8.0 oz. (750 mL)	5.1 oz. (500 mL); 5.9 oz. (750 mL)	8.2 oz.	8.2 oz.

RETAIL DISPLAYS

VERSATILE SOLUTIONS, MAXIMUM IMPACT

We know how important it is for retailers to maximize their selling space. That's why we offer a variety of displays, each carefully designed to attract the eye, engage customers and complement the retail environment.

SELL MORE EFFECTIVELY WITH KOR POP DISPLAYS

KOR countertop displays are made of recycled cardboard and comes with a slip-on header backing, but it can also stand without the backing if desired.

The freestanding floorstand display is made from enameled steel and is easily configurable for one or two-sided. Extremely light and easy to move around, yet strong enough to withstand light to medium impact.

All units are branded and display descriptions on important features.

GO AHEAD, SCAN ME!

To increase sell-through, KOR packaging features QR code technology. This enables consumers to instantly access detailed product information on their smartphones.

COUNTERTOP DISPLAY

Product Compatibility: All styles and sizes
Capacity: 12 units
Shipping weight: 1 lb.
Dimensions: 27" x 20.5" x 1.5"

FLOORSTAND DISPLAY

Product Compatibility: All styles and sizes
Capacity: 64 units (one-sided) or 128 units (double-sided)
Weight (empty)**:** 21.6 lb.
Dimensions: 23.62" x 19.68" x 65"

Nothing changes until I do.

KOR WATER, INC.

95 Enterprise, Suite 310
Aliso Viejo, CA 92656

E-MAIL **press@korwater.com**
CALL **877-708-7567** (toll-free)
FAX **714-384-3855**

korwater.com

KOR is a proud sponsor of 1% for the Planet and donates 1% of sales to water-related environmental causes.

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